

ORDER



Orders

Order / Rev: 685183

Alt Order #: 06151462

Product Desc: MN UNITED 4 ALL FAM

Estimate: MN UNITED 4 ALL FAM

Flight Dates: 10/29/12 - 11/06/12

Original Date / Rev: 10/23/12 / 10/23/12

Order Type: Political

KARE

Primary AE: Jim Quinn

Sales Office: T-PHI

Sales Region: NAT

Agency

Name: Media Strategies

Buying Contact:

Billing Contact:

11350 Randon Hills Road, Suite 670

Fairfax, VA 22030

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Minnesota United for All Families

Demographic: A35+

Product Codes: IS-Issue/Ballot

Priority: P-2

Revenue Codes: AGY, GEN, POL

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	118	\$122,325.00	\$103,976.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	118	\$122,325.00	\$103,976.25	0.00
Totals	118	\$122,325.00	\$103,976.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KARE	23%	\$122,325.00
Market	100%	\$531,847.83

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWE	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	18%	\$95,732.61
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
KSTP	1%	\$5,318.48
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	14%	\$74,458.70
WCCO	42%	\$223,376.09
WFTC	2%	\$10,636.96

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
14	KARE	10/29/12	11/02/12	M-F 3-4p DR OZ	CM	3-4p	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		10/29/12	11/04/12	MTWTF--			5		\$450.00		0.00				
15	KARE	11/05/12	11/05/12	M-F 3-4p DR OZ	CM	3-4p	M-----	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 11/05/12		11/05/12	11/11/12	M-----			2		\$450.00		0.00				
16	KARE	10/29/12	11/02/12	M-F 430-5p Jeopardy	CM	430-5P	MTWTF--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		10/29/12	11/04/12	MTWTF--			5		\$700.00		0.00				
17	KARE	11/05/12	11/05/12	M-F 430-5p Jeopardy	CM	430-5P	M-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 11/05/12		11/05/12	11/11/12	M-----			1		\$700.00		0.00				
18	KARE	10/29/12	11/02/12	M-F 4-430p KARE 11 4 News	CM	4-430P	MTWTF--	:30	5	\$400.00	P-2	0.00	NM	5	\$2,000.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		10/29/12	11/04/12	MTWTF--			5		\$400.00		0.00				
19	KARE	11/05/12	11/05/12	M-F 4-430p KARE 11 4 News	CM	4-430P	M-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 11/05/12		11/05/12	11/11/12	M-----			1		\$400.00		0.00				
20	KARE	10/29/12	11/02/12	M-F 5-530p KARE 11 5 News	CM	5-530p	MTWTF--	:30	5	\$1,500.00	P-2	0.00	NM	5	\$7,500.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		10/29/12	11/04/12	MTWTF--			5		\$1,500.00		0.00				
21	KARE	11/05/12	11/05/12	M-F 5-530p KARE 11 5 News	CM	5-530p	M-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 11/05/12		11/05/12	11/11/12	M-----			1		\$1,500.00		0.00				
22	KARE	10/29/12	11/02/12	NBC Nightly News NBC Nightly News	CM	NBC Nightly News	M--TF--	:30	3	\$2,750.00	P-2	0.00	NM	3	\$8,250.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		10/29/12	11/04/12	M--TF--			3		\$2,750.00		0.00				
23	KARE	11/05/12	11/05/12	NBC Nightly News NBC Nightly News	CM	NBC Nightly News	M-----	:30	1	\$2,750.00	P-2	0.00	NM	1	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 11/05/12		11/05/12	11/11/12	M-----			1		\$2,750.00		0.00				
24	KARE	10/29/12	11/02/12	M-F 6-630p KARE 11 6 News	CM	6-630p	MTWTF--	:30	5	\$1,500.00	P-2	0.00	NM	5	\$7,500.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		10/29/12	11/04/12	MTWTF--			5		\$1,500.00		0.00				
25	KARE	11/05/12	11/05/12	M-F 6-630p KARE 11 6 News	CM	6-630p	M-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 11/05/12		11/05/12	11/11/12	M-----			1		\$1,500.00		0.00				
26	KARE	11/03/12	11/03/12	Notre Dame Football Sa 5-530p	CM	Various (5:00 PM-5:30 PM)	-----S-	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		10/29/12	11/04/12	-----S-			1		\$850.00		0.00				
27	KARE	11/03/12	11/03/12		CM	6-630P	-----S-	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sat 6-630p															
KARE 11 6 News Sa															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$850.00		0.00			
28	KARE	11/04/12	11/04/12	Sun 5-530p	CM	5-530P	-----S	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
KARE 11 5 News Su															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$900.00		0.00			
29	KARE	10/29/12	11/02/12	M-F 630-7p	CM	630pm-7pm	MTWTF--	:30	5	\$1,400.00	P-2	0.00	NM	5	\$7,000.00
Entertainment Tonigh															
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					5	\$1,400.00		0.00			
30	KARE	11/05/12	11/05/12	M-F 630-7p	CM	630pm-7pm	M-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
Entertainment Tonigh															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,400.00		0.00			
N31	KARE	11/03/12	11/03/12	Sat 630-7p	CM	630pm-7pm	-----S-	:30	1	\$375.00	P-2	0.00	NM	0	\$0.00
MN Bound															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$375.00		0.00			
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1		KARE	10/29/12-11/04/12	Sat 630-7p			630pm-7pm	-----Sa--	:30	(\$375.00)		0.00	NM		
Credited															
32	KARE	11/05/12	11/05/12	Mon Prime Other	CM	7-9P	M-----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$6,000.00		0.00			
33	KARE	10/29/12	10/29/12	Mon Prime C	CM	9-10p	M-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
SMASH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$3,000.00		0.00			
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1		KARE	10/29/12-11/04/12	Mon Prime C			9-10p	M-----	:30	\$3,000.00		0.00	NM		
34	KARE	11/05/12	11/05/12	Mon Prime C	CM	9-10p	M-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
SMASH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$3,000.00		0.00			
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1		KARE	11/05/12-11/11/12	Mon Prime C			9-10p	M-----	:30	\$3,000.00		0.00	NM		
35	KARE	10/30/12	10/30/12	Tue Prime	CM	Tue Prime	-T-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
BIGGEST LOSER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$3,000.00		0.00			
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1		KARE	10/29/12-11/04/12	Tue Prime			Tue Prime	(8:00 PM-9:00 PM) -T-----	:30	\$3,000.00		0.00	NM		
36	KARE	10/31/12	10/31/12	Wed Prime	CM	Wed Prime	--W----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
LAW ORD:SVU															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$2,500.00		0.00			
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1		KARE	10/29/12-11/04/12	Wed Prime			Wed Prime	(9:00 PM-10:00 PM) --W----	:30	\$2,500.00		0.00	NM		
37	KARE	11/02/12	11/02/12	Fri Prime	CM	Fri Prime	----F--	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
WHO DO YOU THINK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$1,400.00		0.00			
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1		KARE	10/29/12-11/04/12	Fri Prime			Fri Prime	(6:58 PM-8:00 PM) ----F--	:30	\$1,400.00		0.00	NM		
38	KARE	11/03/12	11/03/12		CM	Sat Prime	-----S-	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sat Prime SMASH (6:58 PM-8:00 PM) <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S- 1 \$700.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 KARE 10/29/12-11/04/12 Sat Prime Sat Prime (6:58 PM-8:00 PM) -----Sa- :30 \$700.00 0.00 NM															
39	KARE	11/03/12	11/03/12	Sat Prime C LAW ORDER: SVU	CM	9-10p	-----S-	:30	1	\$1,250.00	P-2	0.00	NM	1	\$1,250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S- 1 \$1,250.00 0.00															
40	KARE	11/04/12	11/04/12	Football Night in America Football Night in Am	CM	Various (6:00 PM-7:00 PM)	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S 1 \$2,500.00 0.00															
41	KARE	10/29/12	11/02/12	M-F 10-1035p KARE News 10p	CM	10-1035P	MTWTF--	:30	5	\$2,400.00	P-2	0.00	NM	5	\$12,000.00
1X MAX/DAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MTWTF-- 5 \$2,400.00 0.00															
42	KARE	11/05/12	11/05/12	M-F 10-1035p KARE News 10p	CM	10-1035	M-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 1 \$2,400.00 0.00															
43	KARE	11/03/12	11/03/12	KARE News 10p Sa KARE News 10p Sa	CM	10pm-1030pm	-----S-	:30	1	\$2,300.00	P-2	0.00	NM	1	\$2,300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S- 1 \$2,300.00 0.00															
44	KARE	11/04/12	11/04/12	Post NFL Late News Post NFL Late News	CM	1030-1105P	-----S	:30	1	\$2,300.00	P-2	0.00	NM	1	\$2,300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S 1 \$2,300.00 0.00															
45	KARE	10/29/12	11/02/12	Tonight Show Tonight Show	CM	1035pm-1135pm	MTWTF--	:30	5	\$650.00	P-2	0.00	NM	5	\$3,250.00
1X MAX/DAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MTWTF-- 5 \$650.00 0.00															
46	KARE	11/05/12	11/05/12	Tonight Show Tonight Show	CM	1035pm-1135pm	M-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 1 \$650.00 0.00															
47	KARE	10/29/12	11/02/12	Late Night Late Night NBC	CM	1135pm-1235xm (11:35 PM-12:05 XM)	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
1X MAX/DAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MTWTF-- 5 \$300.00 0.00															
48	KARE	11/05/12	11/05/12	Late Night Late Night NBC	CM	1135pm-1235xm (11:35 PM-12:05 XM)	M-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 1 \$300.00 0.00															
49	KARE	11/04/12	11/04/12	MN Bound MN Bound	CM	1035-1105P	-----S	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S 1 \$600.00 0.00															
50	KARE	11/04/12	11/04/12	Entertainment Tonight Entertainment Tonigh	CM	1105P-1205A	-----S	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S 1 \$150.00 0.00															
N51	KARE	10/29/12	11/02/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	MTWTF--	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00

Order / Rev: 685183
 Alt Order #: 06151462
 Flight Dates: 10/29/12 - 11/06/12

Advertiser: Minnesota United for All Families
 Product Desc: MN UNITED 4 ALL FAM
 Estimate: MN UNITED 4 ALL FAM

KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N51	KARE	10/29/12	11/02/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	MTWTF--	:30	1	\$375.00	P-2	0.00 NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	MTWTF--			1			\$375.00		0.00		
												Totals	118	\$122,325.00